

October 5, 2026
Agenda Item 4b

Less Lawn More Enjoyment



Public Outreach Update
TAC Meeting – October 5, 2026

2026 Summer Campaign

Less Lawn, More...

- 16 weekly social media posts focused on outdoor landscape transformations and non-functional turf outreach
- Before and After Photos, Testimonials and Case Studies
- Social media toolkit with weekly post graphics and text in English and Spanish
- Short form videos formatted for Instagram Reels and longer format for YouTube



2026 Summer Campaign

June-Aug Social Media

- NextDoor
 - **160,173** views
 - **578** interactions
- Facebook
 - **29,094** views
 - **376** interactions
- Instagram
 - **17,117** views
 - **533** interactions
- YouTube
 - **47,399** views
 - **167** subscribes



2026 Summer Campaign

September Social Posts:

- Less Lawn, More...
- Plus, Videos and Reels
 - Novato raingarden
 - Petaluma lawn transformation
 - Santa Rosa rainwater harvesting testimonial
 - Novato lawn transformation



2026 Summer Campaign

- *Less Lawn, More Community* – nearly **12,000** views!
- Petaluma HOA nonfunctional turf conversion testimonial:
https://www.youtube.com/shorts/7cAJA62_vXo



Less Lawn, More Value
7K views



Less Lawn, More
Enjoyment
10K views



Less Lawn, More
Flowers
10K views



Less Lawn, More
Community
11K views



Less Lawn, More Water
Smart

▷ 3.9K 1mo ago



Less Lawn, More Learning

Sonoma-Marín Saving Water Partnershi

▷ 1.1K 1mo ago



Less Lawn, More Inspiration

Sonoma-Marín Saving Water Partnershi

▷ 1.4K 2mo ago



Less Lawn, More Habitat

▷ 1.7K 3mo ago



Less Lawn, More Rebates!

▷ 1.3K 3mo ago



2026 Summer Campaign

Case Studies

- 3 HOA Nonfunctional Turf Conversions
- 2 Public Property Nonfunctional Turf Conversions



Novato HOA Lawn Conversion Case Study

This Novato, CA Homeowners Association converted over 22,000 square feet of nonfunctional lawn to a mix of colorful water smart shrubs, perennials and groundcovers—adding year-round interest to the landscape while decreasing maintenance needs.

[HOA Case Study](#)



Rohnert Park HOA Lawn Conversion Case Study

The first phase of this Rohnert Park, CA Homeowners Association landscape transformation converted 3,000 square feet of nonfunctional lawn around their clubhouse and tennis court to low water butterfly gardens and a community gathering space.

[HOA Case Study](#)



Petaluma HOA Lawn Conversion Case Study

This Petaluma, CA Homeowners Association transformed over 2,700 square feet of unused lawn into a beautiful water smart landscape with space for community events. They increased curb appeal and also added beneficial stormwater management features.

[HOA Case Study](#)



Petaluma Library Lawn Conversion Case Study

8,100 square feet of nonfunctional lawn behind the Petaluma Library was converted into a vibrant, water smart demonstration garden that also grows food, habitat and community.

[Library Case Study](#)



Petaluma Park Lawn Conversion Case Study

This public park turned over 12,000 square feet of thirsty nonfunctional lawn into a colorful, drought tolerant landscape with stormwater capture—saving water and mitigating flooding issues.

[Public Park Case Study](#)

2026 Summer Campaign

Case Studies

LESS LAWN MORE SAVINGS

Transforming Thirsty Lawn into a Low Maintenance Refuge

Project Snapshot

Hamilton Park HOA

LOCATION: Novato, Marin County
WATER UTILITY: North Marin Water District
SUPPORT: Cagwin & Dorward Landscape Contractors, Integra Planning + Landscape Architecture

Project Overview

Hamilton Park Homeowners Association in Novato, CA had over 22,000 square feet of high maintenance nonfunctional lawn. With support from the North Marin Water District Cash-for-Grass turf replacement incentive, the HOA was able to convert their nonfunctional lawn into cohesive, low-water use and low maintenance landscaping featuring colorful plants for year-round interest.

Working with Integra Planning + Landscape Architecture consultants starting in 2022, Hamilton Park HOA began planning to convert their 56 buildings (112 units) with high water use lawns to low-water use and low maintenance landscapes.

Cagwin & Dorward Landscape Contractors removed the lawns and installed the updated landscape, protecting existing healthy trees and planting additional trees. They also provide regular maintenance for the updated landscape.

HOMEOWNERS ASSOCIATIONS

Project Highlights

PROJECT FEATURE	DETAIL
Lawn Removed	22,788 square feet of nonfunctional turf.
Plant Palette	Colorful, water smart shrubs, perennials, and groundcovers, adding seasonal color and texture. Mix of California native and other Mediterranean climate plants.
Water Savings	Estimated 70% water savings in lawn conversion areas.
Irrigation System	Sprinkler converted to drip irrigation with weather-based irrigation controller.
Installation Approach	Planning began in 2022 with a professional design consultant and a survey of residents. A commercial landscaping contractor completed the installation and provides regular ongoing maintenance.
Project Cost	Estimated \$8-14 per square foot. Cost varies by project area, planting density and sizes, material choices, etc.
Funding Sources	North Marin Water District Cash-For-Grass Rebate, HOA Reserves
Community Benefits	Significant reductions in noise through reduced maintenance needs. Cohesive landscape with added flowers, seasonal interest and butterfly habitat. Drought adapted plantings that continue to look good in the dry summer months.
Return on Investment	Reduced maintenance and irrigation needs.

Get Started in Your Community

1. Create long-term goals for sustainability efforts.
2. Identify lawn areas with no recreational use; consider maintenance costs and water use.
3. Explore funding from your water agency and other programs, including any restrictions.
4. Pay attention to trees and value their shade. Make sure they receive adequate irrigation during the landscape transition.
5. Engage the community through education and events.

BEFORE

AFTER: 7 MONTHS AFTER INSTALLATION

Garden Features

Over 22,000 square feet of nonfunctional lawn were converted to low-water use plantings in a cohesive palette across this 112 unit HOA. California native plants as well as other drought adapted plants from around the world were included to provide year-round color and interest while reducing water use and maintenance needs.

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Outreach Campaign

Sonoma County Fair

August 7 - 16, 2026

Theme: Botanical Rhapsody

- 635 visitors engaged
- Garden featured permeable hardscaping and a design focused on gathering—less lawn and more space to relax, connect, and enjoy the setting
- Main patio with potted succulents, decorative wall-sconce pots, along with in-ground low-water use perennials
- Partnership program resources onsite
- Earned media - KRCB radio spot



<https://norcalpublicmedia.org/20260813101729/news-feed/water-wise-garden-featured-at-the-sonoma-county-fair>

www.savingwaterpartnership.org



Outreach Campaign

17th Annual Fiesta de Independencia

Luther Burbank Center for the Arts

Sunday, September 13, 2026

- ~ **200** visitors engaged
- Families were excited to learn about water and energy saving tips and rebates and loved the new bilingual Sonoma Water Loteria giveaway.
- DIY Toolkit featured with free efficient showerheads, faucet aerators, drip irrigation repair kit, and more.



www.savingwaterpartnership.org



Outreach Campaign

Zero Waste Reuse and Repair Fair

**Rohnert Park
Community Services Center**
Saturday, October 17, 2026
10:00 AM - 1:00 PM

- Regional program information – rainwater and greywater reuse
- DIY Toolkit – leak diagnosis and repair



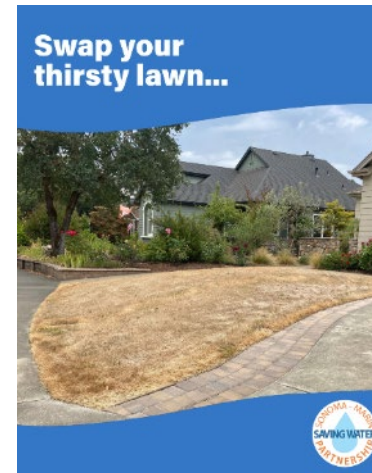
www.savingwaterpartnership.org



2026 Fall Campaign

October - November Social Posts:

- Rebates, lawn conversion, water smart programs, ready for rain
- Multi-image carousels, stills, and video reels



Outreach Campaign Partnership Resources



Irrigation Scheduling
Tool



Water Smart Plant
Picker Database



DIY Energy & Water
Saving Toolkit



Water Smart Gardens
Maintenance Manual



Regional and Local
Program Lookup Tool



Water Smart Plant
Label Nurseries



www.savingwaterpartnership.org



Like, follow and share on social media platforms



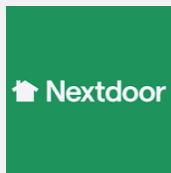
Saving_Water_Partnership



SonomaMarinSavingWaterPartnership



Sonoma-Marin-Saving-Water



Sonoma-Marin Saving Water Partnership





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California American Water- Larkfield · City of Cloverdale · City of Cotati · City of Healdsburg

Marin Municipal Water District · North Marin Water District · City of Petaluma · City of Rohnert Park

City of Santa Rosa · City of Sonoma · Sonoma Water · Valley of the Moon Water District · Town of Windsor

www.savingwaterpartnership.org